



WOMAN'S AUXILIARY

TO THE CALIFORNIA MEDICAL ASSOCIATION

Farewell—and Hail!

Vale!

IT IS A PRIVILEGE to come before you this evening to tell you, in a few words, our Auxiliary story; when and why we were organized, our projects and accomplishments.

Our California Auxiliary was organized in 1929. At the end of the first year there were ten county auxiliaries in the state with a membership of 472.

Today we have 34 component auxiliaries and 11 of our unorganized counties are represented by members-at-large, giving us a total membership of 6,712. California has the largest auxiliary in the United States; Texas ranks second and Pennsylvania third.

The prime objective of our Auxiliary is to assist the California Medical Association in its program for the advancement of medicine and public health. We carry out this objective through our Auxiliary projects. A few of these are:

1. Our American Medical Education Foundation program. Each year the county auxiliaries raise money in various ways—benefits, dues, memorials, cards of appreciation as well as individual contributions—for A.M.E.F. In 1958 we contributed \$7,583, in 1959 \$8,129, and to date this year we have \$10,173 in this fund. By the end of June we hope to exceed \$12,000 as our gift to help keep the medical schools free from government intervention.

2. Physicians' Benevolence—your own project, to help your own who are in need of assistance. Last year our contribution was \$2,430. At this time this year we have collected \$2,751 for Physicians' Benevolence.

3. Our Nurse Recruitment and Para-medical Careers program. When the medical profession asked the Auxiliary to assist in relieving the acute shortage of nurses, many of the county auxiliaries set up scholarship or loan funds to help student and graduate nurses through their training. This year we have 25 counties offering nursing scholarships, and two

are offering scholarships in allied fields of medicine. There are over 200 Future Nurse Clubs or Career clubs sponsored by the counties in their local high schools. Well over \$91,000 has been given in scholarships since this program was started in 1949.

All of our efforts are not spent on money-raising projects; our legislative chairman has made certain that every county auxiliary is well informed on the Forand Bill. Many of our members have written to their congressmen asking them to vote against this bill.

The State Civil Defense chairman worked diligently this year to alert the counties to the need for preparedness. Her advice: Be Informed! Be Prepared! Be Resourceful! Be Organized!

Through Community Service, each county auxiliary has been asked to carry out a program to meet the local health needs. Through the choice of community projects in health, our members can render a service to the community, thereby promoting good public relations.

This year we were asked to assist the California Medical Association in its program for the aging. Some of the county auxiliaries are laying the groundwork for "Visiting Homemaker Service" in their communities, others are helping in the programs that are already established.

We have accomplished all this with only 38 per cent of our potential, for while there are 17,060 members in the California Medical Association, we have only 6,712 Auxiliary members. Numerically, California has the largest auxiliary, but proportionally Texas tops us with a 78 per cent membership. Think of what we could do—if we had a membership of 100 per cent! The fact that you delegates are here this evening tells me that you are key men and interested in your county medical society. Will you please use your influence and alert your county society to the need for increasing Auxiliary membership? There are over 10,000 doctors' wives in the organized counties who are eligible for membership.

Address by Mrs. Theodore A. Poska before the California Medical Association House of Delegates at the 89th annual meeting in Los Angeles on February 20, 1960.

We greatly appreciate the assistance we receive from the California Medical Association. Our publication, *The Courier*, is the outstanding auxiliary bulletin of its kind and we are grateful to the C.M.A. for financing and publishing this magazine; also for the financial assistance we receive to help defray the cost of our annual meeting.

My sincere thanks to Dr. Reynolds and the members of the Auxiliary Advisory Board for their interest and guidance, to the C.M.A. staff for their assistance through the year and to all the others who have made my year as president such a pleasant one.

Ave!

AS I SPEAK TO YOU for the first time as your President, I am filled with mixed emotions. The emotion of humility is engendered by the confidence which you have placed in me. The emotion of happiness is expressed by the opportunity to serve you.

Any individual assuming the high office of presidency of any organization should have conceived certain ideals and goals which she hopes to accomplish during her term in office. And, with these goals established, a comprehensive program must be planned to accomplish these objectives, and careful consideration must be given to ways and means of implementing them.

High on the list of the goals that I hope to attain is the stimulation of interest in the Auxiliary. As you all know, this is synonymous with, and results in, an increase in Auxiliary membership. How can this be accomplished? Certainly such interest can be stimulated by a continuing emphasis on every project assigned to our state and county auxiliaries. Equally important, I believe, is the necessity to push forward into new fields of endeavor. Ours must be a progressive, energetic and active organization. There should be, then, continuity from year to year in our activities, augmented by a program of realistic expansion. Interest in our Auxiliary, I believe, can be stimulated by a more enthusiastic emphasis on our present projects and a continuing constant awareness of the new socio-economic problems which challenge medicine today. These problems, we all know, are constantly facing our husbands and for that reason they become our problems too. To meet this challenge, the Auxiliary must be everywhere at all times. In no area of this challenge should our efforts be allowed to wane. We must keep pace with the constantly changing trends in the social and economic aspects of medicine and, better yet (with our woman's intuitive sense), anticipate these problems and stay one jump ahead of them.

Inaugural Address by Mrs. Samuel Gendel on Induction to Presidency at the Annual Meeting of the Woman's Auxiliary to the California Medical Association.

Another goal which I hope to attain is that of the dissemination of information. Certainly "one's judgment can never be better than one's information," and I would like to say at this point that this shall be my motto for the year. Contained in that short sentence is the essence of the problem of communications—how to disseminate information of the auxiliary's activities and the many problems that face organized medicine, to our members. This goal, the dissemination of information, can be attained, I believe, by:

1. Stimulating and exciting auxiliary meetings.
2. Active and enthusiastic committee work.
3. Dissemination of information through the president's page in *CALIFORNIA MEDICINE*, through the *Courier*, by informal memoranda—perhaps only a postcard—to county presidents and committee chairmen.
4. The president's newsletter.
5. Personal visits by your officers to the various county medical auxiliaries. (And may I suggest that the county presidents, or their program chairmen, set up panel discussion meetings at the time of my visit to their county. I shall be pleased and privileged to be one of the panelists and I hope that the county president will serve as moderator at this meeting. An informal question-and-answer program, based on the concept "Information Please," I believe will be worthwhile and stimulating both to the local county auxiliary members and to me.)

I should like at this point to digress for a moment and pay my respects to the hard-working committees of the Woman's Auxiliary to the California Medical Association and at the same time to the local county auxiliary committees. The success and outstanding record of the Woman's Auxiliary to the California Medical Association in the past has been due in a large measure to the outstanding contributions made by these committees. It is only through committee work, hard-working, conscientious and progressive, that the success of any administration can be assured. It is my earnest hope and the hope of your officers that these committees will give of their time and their effort in the future as they have so diligently and conscientiously in the past. For in truth, if my year is a successful one, that success will be largely due to these hard-working committees. I shall not at this time burden you with a review of the functions and activities of all of these committees. Rather, I shall resort to personal communication to the chairmen of these important committees, and outline in detail to them their activities.

It will be of interest to you that this year I have formed two new committees. One of these, a committee to deal with a subject that has gained the spotlight in medical legislative affairs, is the Com-

mittee on the Problems of the Aging. We have been asked by our parent organization, the California Medical Association, to help in the solution of problems surrounding this issue. I hope that, as in the past when we have been given difficult assignments, we shall rise to the occasion.

The second new committee that has been formed is the Students American Medical Association Committee. Eligible to belong to this organization are the wives of medical students, interns and residents. To me, this is a most interesting and stimulating project, for what better way is there to interest and educate our prospective Auxiliary members than through the method of early indoctrination? Our attention is particularly drawn to this opportunity owing to our proximity to five outstanding medical schools here in California.

Again, I wish to emphasize that the two new committees—important though they are—should in no way lessen or detract from the importance of our present existing committees. And I mean all of them. May I very briefly mention them to you: *A.M.E.F.*—a project which must always be high on our list; *Legislation*—with its vigilance on legislative matters as they pertain to medicine and public health; *Civil Defense, Safety* and *GEMS*—all of which have been active, enthusiastic and worthwhile projects in the past and I hope will continue to be so in the future; the *Bulletin*—our textbook, and I do hope that its circulation will be increased; *Para-medical Careers* (formerly Nurse Recruitment), an extremely important committee that has broadened its objectives to include recruitment not only of nurses but also of trainees for other fields allied with medicine, such as medical technologists and physical therapists; *Community Services* (formerly Public Relations) is a key committee indeed, and I have always likened it to the hub of the wheel in our Auxiliary, for community service offers a job for every doctor's

wife. At the core of any public relations program are the good will and friendly relationships established at the "grass roots" level, and that level begins in the doctor's office and the wife's relationship with her community. As we begin the new year with high aims and hopes, let us make Public Relations a part of our daily life, and let us work together in cooperation and harmony for the best public relations the Auxiliary has ever had. *Physicians' Benevolence* is a committee that should at all times receive our utmost support and assistance; and *Courier*, our "informer" and transmitter of information, news and, frequently, our better pictures.

I should like at this point to emphasize the importance to our organization of the members-at-large. As you so well know, these are our interested but relatively isolated members. I hope we can make them feel more at home and more a part of us. To accomplish this I strongly urge all state chairmen to send copies of Auxiliary material to each of the members-at-large.

I am deeply appreciative of the fine officers whom you have selected to represent you and to work with me. I am grateful to the committee chairmen whom I have selected and who have agreed to assume important responsibilities. Your officers and your committee chairmen, in assuming these positions, have placed service above self. We need and seek your support and cooperation throughout the year.

Finally, may I express my deep sense of appreciation to our immediate past president, Phyllis Poska, under whose excellent tutorship I have gained much in the past year. The Auxiliary owes a deep debt of gratitude to her. With your support, I hope that my year will be as successful as hers has been and that I, too, shall be able a year from now to experience that rewarding sense of accomplishment that Phyllis must now have.

